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Communication



1/- Define Stereotype:-

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Stereotype are generalizations about a group of people where by we attribute a defined set of characteristics to this group.

OR

A stereotype is a popular belief about specific types of individuals.

Explanation:-

In social psychology a stereotype is an over generalized belief about a particular category of people. It is an expectation that people might have about every person of a particular group. The type of expectation can vary

it can be for example an expectation about the group's personality preferences or ability. While such generalization about groups of people may be useful when making quick decisions, they may be erroneous when applied to particular individuals are among the reasons for the prejudice attitude. 2

2/- Define prejudice:-

A positive or negative attitude belief or feeling about a person generalized from attitudes, beliefs, or feelings about the person group.

Explanation:-

Prejudice is an effective feeling towards a person based on their perceived group membership. The word is often used to refer to a preconceived, usually unfavourable, evaluation of another person based on that person's political affiliation, sex, gender, beliefs, values, social class, age, disability, religion, education, sport team affiliation or other personal characteristics.

- ⇒ prejudice can be also to unfounded or pigeon holed beliefs.
- ⇒ It may include any unreasonable attitude.
- ⇒ usually resistant to rational influence.

3

De Fine Ethnocentrism:-

Ethnocentrism is Judging another culture using your own culture rules and the standards

- ⇒ Judgement or evaluation of the behaviors and ideas of others
- ⇒ Imposing your own standards when they may not apply.
- ⇒ thinking your way is the best or only correct way.

* Explanation:-

Ethnocentrism in social science and anthropology - as well as in colloquial English discourse means to apply one own culture or ethnicity as a frame of a reference in order to judge



other cultures, practices, behavior, beliefs and people, instead of using the standards of the particular culture involved.

Since this judgement is often negative, some people also use the term to refer to the belief that one culture is superior to, or more correct or normal than all.

For example, Ethnocentrism can be seen in the common portrayals of the Global South and Global North. Ethnocentrism is sometimes related to racism, stereotyping, discrimination, or xenophobia. Opposite of Ethnocentrism is cultural relativism, which means to understand the different cultures in its own terms without subjective judgements.



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Diff. Note on Intercultural Adaptation: 6

The process of merging in to the personal culture environment, in herently developing and absorbing its values principles, standards, norms and behavior patterns - Results in the individuals adaptability to certain degree.

Why Intercultural Adaptation Important :-

Culture adaptation is important Adaptation Based on the business culture know ledge is Found to be as important For the development of trust between business relation-ship parties. A moderate level of cultural Adaptation is Identified as most Favourable For this development.



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Explanation

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Intercultural Learning is a dynamic development and ongoing process. When people meet and interact with each other the intercultural learning process begins. However, Learning and the adaptation is not a one-way process but a shared learning process.

Intercultural Learning takes place most effectively when people act in the real world.

Experiences, however cannot automatically be equated with Learning. For example prejudices and stereotypes may be the results of experience which have been misinterpreted.